

Centennial Library Cedarville University

ASSESSMENT MATRIX *2015-16*

July 2016

Observations from the 2015-16 Assessment activities:

- Fr/Sr survey results showed:
 - Noticeable declines from the previous year's edition (which had recorded the highest satisfaction scores of any edition), though the overall rate of dissatisfaction remained steady.
 - Freshmen recorded more declines in satisfaction than seniors
 - Overall trends remain positive, with Importance of the Library showing continuous improvement
 - Importance of the Library is the measurement that correlates most closely with use of the library (physical or digital)
 - Research Help behaviors continue to show a trend away from librarians and toward other sources
 - Individual study and group study remain the key reasons for using the library, with materials use, printing and MediaPLEX also being important
 - Over half of respondents use the library's website weekly and over 2/3 of respondents use the library building weekly
 - Satisfaction and use of the library shows noticeable variety by major with several major negative outliers
 - Comments about the library focused on its facilities with environmental factors (noise, temperature) and structural (hours, furniture, study rooms) accounting for the bulk of negative comments
 - Comments on library services (along with scores on staff and service areas) are primarily positive
 - Comments on resources were mixed with the AV materials collection accounting for the largest area of dissatisfaction
- Amazing Race evaluations were positive but turnout for the event was particularly low and staff comments on the event noted room for improvement
- Research Appointment evaluations declined slightly but overall remained very good; the number of people participating in this service increased dramatically this year
- Classroom Instruction evaluations from faculty were very positive and the evaluation comments evidenced a deep appreciation for the ability of the staff to provide this service as well as providing helpful guidance in certain areas
- 19-Minute Workshops had very low participation; however, participants generally rated the workshops very well
- The low use of reference materials and the on-going costs associated with standing orders (print and digital) indicated, in general, a low level of ROI/efficiency for these types of materials
- Website use survey revealed a surprisingly large number of respondents indicating difficulty in finding what they needed on the website; on the other hand, overall assessment of ease of use was positive; respondents reported wide use of OneSearch and infrequent access through mobile devices
- LibGuides UX study indicated unfamiliarity with these resources and confusion over how to navigate them smoothly
- Student input through focus groups emphasized the uniqueness of what the library provides as a campus resources especially as a study space
- In terms of resources and facility usage:
 - Print use continues to decline at a rate of roughly 10% a year
 - Digital Use showed a slow-down in use compared to previous years, though the overall trend remains positive
 - ILL/OhioLINK use shows sharp rates of decline in use of these services by CU patrons and gradual decline in use of these services by outside borrowers
 - Attendance and use of library services showed increases across a broad spectrum
 - Group study room usage varies dramatically by time period with weekday evening and Sunday evening usage nearly reaching capacity
 - Research Help desk traffic continued to decrease and delivery of this service was seen increasingly to impede the ability of librarians to carry out more productive tasks

Actions considered in light of the assessment results:

- Revise the entirety of the New Student Orientation from desired outcomes through implementation for Fall 2016
- Determine a better framework for offering library workshops in conjunction with partners and/or improved marketing
- Implement major reductions in print and digital standing orders for the Reference Collection
- Improve visibility of most-used features of the library website by adding QuickLinks menu
- Improve the presentation of LibGuides by using side-panel navigation and increasing guide consistency and tagging
- Do not revise the website for more mobile-friendly design at this time
- Develop and implement a faculty survey for improving the granularity of faculty assessment input
- Schedule LibQual for 2016-17 to update LibQual metrics

- Incorporate student staff input into Assessment Matrix Goal 4
- Improve the study environment by adding noise level signs and exploring ways to provide more electric outlets for students to use
- Expand weekend hours by adding afternoon hours on Sunday
- Improve the delivery, content, and scope of First Year Instruction sessions through a redesigned framework and improved consistency of material
- Redesign out Research Support model to better match staffing resources to patron need
- Address departments with most negative perceptions of library by meeting with Engineering and Art & Design & Theater, and Social Work faculty seek greater involvement with courses and students in these programs
- Carry out a UX study of OneSearch to determine how to improve librarian instruction about use digital resources
- Promote awareness of interlibrary services and underutilized library resources through distributing items from the Services Desk at checkout

Centennial Library

Missions – Goals – Objectives

Mission: In our service to the University community and support of the mission of Cedarville University, it is the purpose of the staff of the Centennial Library to demonstrate leadership in providing for our users an effective gateway to the world of information access and use. Within this purpose, the goals of the Library are to:

- 1. Develop collections and access to resources that meet the program support needs of its academic community.**
 - a. Faculty and students will express satisfaction regarding the adequacy of library resources.
 - b. Faculty and students will express satisfaction with the ability to obtain materials they need.
 - c. Faculty and students will express satisfaction with the accessibility of the library's website and online resources.
 - d. Students will express satisfaction with access to the library's physical collections.

- 2. Design and deliver services that empower its users to utilize information resources and technologies independently, critically, and efficiently.**
 - a. Faculty and students will make use of the library's research support services and orientation programs.
 - b. Faculty and students will express a high level of satisfaction the library's research support services and orientation programs.
 - c. Students will demonstrate competence in utilizing the Library's resources and technology.

- 3. Provide a physical and personal environment that enhances the educational experience.**
 - a. Faculty and students will express a high level of satisfaction regarding the Library and its services.
 - b. Students will express a high level of satisfaction with library service areas.
 - c. Faculty and students will express satisfaction with the Library facilities and environment for academic learning and research.

- 4. Invest resources in the provision of adequate staff who are properly oriented, trained, developed, and evaluated.**
 - a. Faculty and students will express a high level of satisfaction regarding the effectiveness of library staff.
 - b. Library staff will indicate a high level of satisfaction with their work environment, relationships, and resources.
 - c. Library staff will indicate satisfaction with staff development opportunities to improve and sharpen job related skills.

- 5. Participate in the broader regional, national, and international resource sharing community.**
 - a. Library faculty and staff will be actively involved in professional organizations consistent with their work responsibilities.
 - b. The library will be active in sharing resources in its consortia and networks.

- 6. Advance the image and awareness of the Library, its resources, its services, and its staff.**

- a. Faculty and students will indicate that they are well informed about Library resources and services.
- b. Faculty and students will indicate that the library is important to their academic success.

Current Assessment Matrix Tools

| Assessment Tool | Group | Recurrence | Years Conducted |
|--|-------------------|-------------------|------------------------------------|
| Alumni survey | Alumni | | 2006 |
| New Student Orientation evaluation | Student | Every year | 2011-2015 |
| Freshmen library survey | Student | Every year | 2009-2011,2013-16 |
| LibQUAL library service quality survey | Student & Faculty | Every 4 years | 2008, 2012 |
| Administrator Performance Assessment | Library staff | Every 3 years | 2016 |
| Research Appointment evaluation | Student | Ongoing | 2014-16 |
| Work environment survey | Library staff | Every 3 years | 2010, 2014 |
| Noel Levitz Student Satisfaction Inventory | Student | Every 2 years | 2005, 2007, 2009, 2011, 2013, 2015 |
| Classroom instruction satisfaction survey | Faculty | Semester | 2014-16 |
| Senior library survey | Student | Every year | 2009-2011,2013-16 |
| Standardized Assessment of Information Literacy Skills | Student | | 2010-2013 |
| Statistics/Reports | | Every year | 2010-2016 |
| University performance assessment program | Library staff | Every year | 2010-2016 |

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Missions – Goals – Objectives

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Goal #1. Develop collections and access to resources that meet the program support needs of its academic community.

Outcome #1a. Faculty and students will express satisfaction regarding the adequacy of library resources.

| Tools | Benchmarks | Latest Results | Actions |
|--|--|--|------------------------|
| Freshmen/Senior Survey Q.2a-2e, 2p (resources satisfaction) | Average mean score below 3.0 on a 7-pt scale | 2015: 1.85 2016: 1.98 | No new action required |
| LibQUAL+ Survey Q.3-4, 8 (Information Control) | Average perceived mean score above a 7.0 on a 9-pt scale | 2012: 7.31 | No new action required |
| Freshmen/Senior Survey Comments about resources | More than 50% of comments are positive | 2015: 185 comments about resources, 59% positive 2016: 185 comments about resources, 48% positive | No new action required |
| LibQUAL+ Q.8 (Information Control) | Average perceived mean score above a 7.0 on a 9-pt scale | 2012: 7.35 | No new action required |
| Noel-Levitz SSI Q.18 (Library Resources) Satisfaction Score | Score above 6.0 on a 7-pt scale. | 2013: 6.15 2015: 6.08 | No new action required |

Outcome #1b. Faculty and students will express satisfaction with the ability to obtain materials they need.

| Tools | Benchmarks | Latest Results | Actions |
|--|---|--|------------------------|
| Faculty orders for library resources | 60% of the faculty in each department involved. | 2014-15: 44% of all faculty; 5 of 16 depts exceeded 60% 2015-16: 56% of all faculty; 7 of 16 depts exceeded 60% | No new action required |
| Freshmen/Senior Survey Q.2j (ILL & OhioLINK). | Average mean score below 3.0 on a 7-pt scale | 2015: 1.70 2016: 1.88 | No new action required |

Outcome #1c. Faculty and students will express satisfaction with the accessibility of the library's website and online resources.

| Tools | Benchmarks | Latest Results | Actions |
|--|--|--------------------------|------------------------|
| Freshmen/Senior Survey Q.2f, 2q (website, databases). | Average mean score below 3.0 on a 7-pt scale | 2015: 1.74 2016: 1.80 | No new action required |
| LibQUAL+ Q.2 (IC) | Average perceived mean score above 7.0 on a 9-pt scale | 2012: 7.47 | No new action required |
| Freshmen/Senior Survey | Average mean score below | 2015: 1.79 | Quick Links added |

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| Q.2q, 6d-6f (website, ease of use of digital resources) | 3.0 on a 7-pt scale | 2016: 2.06 | to website |
|--|---------------------|------------|------------|

Outcome #1d. Students will express satisfaction with access to the library and its physical collections.

| Tools | Benchmarks | Latest Results | Actions |
|---|--|--|---|
| Freshmen/Senior Survey Q.6a-6c, 6g (ease of use of physical resources) | Average mean score below 3.0 on a 7-pt scale | 2016: 2.11 | No new action required |
| Freshmen/Senior Survey comments on facilities | More than 50% of comments are positive | 2015: 185 comments about resources, 51% positive 2016: 185 comments about resources, 43% positive | Adding Sunday afternoon hours for 2016-17 |

Goal #2. Design and deliver services that empower its users to utilize information resources and technologies independently, critically, and efficiently.

Outcome #2a. Faculty and students will make use of the library's research support services and orientation programs.

| Tools | Benchmarks | Latest Results | Actions |
|---|---|--|---|
| New Student Orientation report | 50% of incoming fall students will participate in New Student Orientation | 2014: 51.1% 2015: 27.1% | Redesign new student orientation |
| Research Appointments statistics | None | 2014-15: 41 conducted 2015-16: 133 conducted | No new action required |
| Classroom Instruction & Orientation statistics | None | 2014-15: 138 sessions, 2428 participants 2015-16: 145 sessions, 2679 participants | No new action required |
| Classroom Instruction statistics | Classroom Instruction in 100% of Composition and Speech sections | 2014-15: 59% 2015-16: 68% | Implement new 1 st year library instruction plan |

Outcome #2b. Faculty and students will express satisfaction the library's research support services and orientation programs.

| Tools | Benchmarks | Latest Results | Actions |
|---|---|--------------------------------|---|
| New Student Orientation evaluation | NPS score exceeding 30.0 | 2015: 34.1 | No new action required |
| Freshmen/Senior Survey Q.10. (classroom instruction effectiveness) | Average mean score below 3.0 on a 7-pt scale. | 2014: 2.12 2015: 2.63 | Implement new 1 st year library instruction plan |
| Research Appt. survey Q.1 | Average mean score below 2.0 on 5-pt scale | 2014-15: 1.36 2015-16: 1.35 | No new action required |
| Classroom Instruction satisfaction survey Q.1, 5. | Average mean score below 2.0 on 5-pt scale | 2014-15: 1.25 2015-16: 1.12 | No new action required |

Outcome #2c. Students will demonstrate competence in utilizing the Library's resources and technology.

| Tools | Benchmarks | Latest Results | Actions |
|--|--|--------------------------|------------------------|
| Freshmen/Senior Survey Q.5, 6a-6f (ease of use, | Average mean score below 3.0 on a 7-pt scale | 2015: 2.06 2016: 2.09 | No new action required |

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|---|---|--|------------------------|
| ease of use of resources) | | | |
| LibQUAL+ Q.2, 5, 7 (Information Control) | Average perceived mean score above 7.0 on a 9-pt scale | 2012: 7.48 | No new action required |
| Freshmen/Senior Survey Q.5 (ease of use) | Seniors will score lower than Freshmen | 2015: Sr 1.97 ; Fr – 2.14 2016: Sr – 1.99 ; Fr – 2.14 | No new action required |
| Project SAILS | Freshmen and Seniors with score significantly better in most categories than freshmen and seniors at comparable schools | 2013-14: Freshmen – significantly better in 4/8 categories; Seniors – significantly better in 8/8 categories | No new action required |

Goal #3. Provide a physical and personal environment that enhances the educational experience.

Outcome #3a. Faculty and students will express satisfaction regarding the Library and its services.

| Tools | Benchmarks | Latest Results | Actions |
|--|---|---|------------------------|
| Freshmen/Senior Survey Q.1 (overall satisfaction) | Average mean score below 3.0 on a 7-pt scale | 2015: 1.53 2016: 1.71 | No new action required |
| Freshmen/Senior Survey | No more than 5% disagreement with any satisfaction item | 2015: >5% for Videos/DVDs, group study areas, & building environment 2016: >5% for Videos/DVDs | No new action required |
| LibQUAL+ Overall Q. | Average perceived mean score above 7.0 on a 9-pt scale | 2012: 7.43 | No new action required |

Outcome #3b. Students will express satisfaction with library service areas.

| Tools | Benchmarks | Latest Results | Actions |
|---|--|--|------------------------|
| Freshmen/Senior Survey Q.2g, 2i, 2k-2l (service area satisfaction) | Average mean score below 3.0 on a 7-pt scale | 2015: 1.54 2016: 1.61 | No new action required |
| Freshmen/Senior Survey Comments about Staff and Service Areas | More than 50% of comments are positive | 2015: 166 comments about resources, 83% positive 2016: 160 comments about resources, 71% positive | No new action required |

Outcome #3c. Faculty and students will express satisfaction with the Library facilities and environment for academic learning and research.

| Tools | Benchmarks | Latest Results | Actions |
|--|---|--|------------------------|
| Freshmen/Senior Survey Q.2n-2o. (facilities satisfaction) | Average mean score below 3.0 on a 7-pt scale | 2015: 1.90 2016: 1.92 | No new action required |
| LibQUAL+ Q.1-5 (Library as Place) | Avg. perceived mean score above 7.0 on a 9-pt scale | 2012: 7.24 | No new action required |
| Freshmen/Senior Survey Comments about Facilities | More than 50% of comments are positive | 2015: 390 comments about resources, 51% positive 2016: 442 comments about resources, 43% positive | No new action required |

Goal #4. Invest resources in the provision of adequate staff who are properly oriented, trained, developed, and evaluated.

Outcome #4a. Faculty and students will express satisfaction regarding the effectiveness of library staff.

| Tools | Benchmarks | Latest Results | Actions |
|--|--|--|------------------------|
| Freshmen/Senior Survey Q.2h (staff helpfulness) | Average mean score below 2.0 on a 7-pt scale | 2015: 1.41; 2016:1.59 | No new action required |
| LibQUAL+ Q.1-9 (Affect of Service) | Average perceived mean score above 7.0 on a 9-pt scale | 2012: 7.69 | No new action required |
| Noel-Levitz SSI Q.13 (Library Staff) Satisfaction score | Satisfaction above 6.0 on a 7-pt scale | 2013: 6.15 2015: 6.06 | No new action required |
| Research Appt. survey Q.2-3 | Average mean score below 1.5 on 5-pt scale | 2014-15: 1.32 2015-16: 1.50 | No new action required |
| Classroom Instruction satisfaction survey Q.2-4 | Average mean score below 1.5 on 5-pt scale | 2014-15: 1.22 2015-16: 1.25 | No new action required |
| Freshmen/Senior Survey Comments about Staff and Service Areas | More than 50% of comments are positive | 2015: 166 comments about resources, 83% positive 2016: 160 comments about resources, 71% positive | No new action required |

Outcome #4b. Library staff will indicate satisfaction with their work environment, relationships, and resources.

| Tools | Benchmarks | Latest Results | Actions |
|---|--|--------------------------------------|------------------------|
| Work Environment Survey Q.1, 3, 4, & 21. | Above 90% agree or strongly agree with statements. | 2014: 92% agree or strongly agree | No new action required |
| Work Environment Survey | No item with an average mean score above 2.0 on a 5-pt scale | 2010: Q.7 – 2.06 2014: Q.7 – 2.06 | No new action required |
| Administrator Performance Survey | No item with an average mean score below 4.0 on a 5-pt scale | 2014: No scores below 4.00 | No new action required |

Outcome #4c. Library staff will indicate satisfaction with staff development opportunities to improve and sharpen job related skills.

| Tools | Benchmarks | Latest Results | Actions |
|---|---|-----------------------------------|------------------------|
| Work Environment Survey Q.2, 5, 11 & 19. | Above 90% agree or strongly agree with statements. | 2014: 89% agree or strongly agree | No new action required |
| Annual Library reports. | Each Library faculty and staff member involved in at least one non-CU development activity each year. | 2014-15: % 2015-16: % | No new action required |

Goal #5. Participate in the broader regional, national, and international resource sharing community.

Outcome #5a. Library faculty and staff will be actively involved in professional organizations consistent with their work responsibilities.

| Tools | Benchmarks | Latest Results | Actions |
|-------|------------|----------------|---------|
|-------|------------|----------------|---------|

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|--------------------------------|---|--|------------------------|
| Annual Library reports. | All library faculty will be members of professional organizations. | 2015-16: 9/9 faculty involved in professional organizations | No new action required |
| Annual Library reports. | All library faculty will present a professional conference session, conference paper, or publication at least once every three years. | 2013-2016: 6/9 faculty delivered/published a professional item | No new action required |

Outcome #5b. The library will be active in sharing resources in its consortia and networks.

| Tools | Benchmarks | Latest Results | Actions |
|----------------------------|---|--------------------------------|------------------------|
| Annual ILL reports. | The library will have a Lending/Borrowing Ratio > 1.0 | 2014-15: 1.29 2015-16: 1.28 | No new action required |

Goal #6. Advance the image and awareness of the Library, its resources, its services, and its staff.

Outcome #6a. Faculty and students will indicate that they are well informed about Library resources and services.

| Tools | Benchmarks | Latest Results | Actions |
|--------------|-------------------|-----------------------|----------------|
| None | None | None | |

Outcome #6b. Faculty and students will indicate that the library is important to their academic success.

| Tools | Benchmarks | Latest Results | Actions |
|--|--|--------------------------|------------------------|
| Freshmen/Senior Survey Q.3 (importance) | Average mean score below 3.0 on a 7-pt scale | 2015: 2.06 2016: 1.98 | No new action required |
| LibQUAL+ Q.3, 8 (Information Control) | Average perceived mean score above 7.0 on a 9-pt scale | 2012: 7.35 | No new action required |
| Noel-Levitz SSI Q.18 (Library Resources) Importance Score | Average mean score above 5.0 on a 7-pt scale | 2013: 5.88 2015: 5.83 | No new action required |